



## **MEMBERSHIP CRITERIA**

### **MPMC Mission Statement**

MPMC's mission is to provide meaningful solutions to industry-specific issues and challenges, thereby perpetuating the growth and prosperity of Performance Motorsports Parts Manufacturers.

### **MPMC Vision Statement**

MPMC shall be an issue driven council providing its members with a forum in which to address industry related issues, while also developing programs and events designed to meet the special needs of performance parts manufacturers, and offer new business and networking opportunities. MPMC shall also work with SEMA's legislative and technical staff to address matters which may affect Performance Motorsports Parts Manufacturers.

### **MPMC Horizon Statement**

MPMC member projects and events shall stay focused within the guidelines that are reflected in this Document. Any new business will first be scrutinized against these guidelines, to determine if it is relevant to the core business of the council, before any action plan is developed.

### **1. Membership Criteria:**

- A.** The company applying to join MPMC must be a SEMA member company in good standing.
- B.** The company must have been assigned to the "Manufacturer" membership category by SEMA staff, per SEMA membership guidelines.
- C.** The company must be considered a manufacturer. For purposes of this SOP, "manufacturer" is defined as a company whose primary business activity consists of producing products, whether produced in-house or by a third party (this may include utilizing a third party manufacturing source anywhere in the world), and branding those products to demonstrate that they are produced by that company. Validation of status as a "manufacturer" will be accomplished by analyzing the company's website, product literature and/or catalogs, level and method of distribution, and its participation in trade shows selling to the trade. MPMC from time to time may find it necessary to use other methods of validation as it sees fit. The company applying for membership in MPMC may be asked to provide photographs showing its in-house and/or third party manufacturing facility. MPMC reserves the right to require additional authentication as needed to determine whether the company is a manufacturer.
- D.** The company must deal in a product that is primarily used in vehicles used in sanctioned motorsports competitions. There must be a reasonable basis for concluding that the product is used primarily in sanctioned motorsports competitions.
- E.** The company must demonstrate support and involvement in sanctioned motorsports via marketing, advertising, sponsorships and/or attendance at events. To demonstrate involvement, the company applying for MPMC membership must provide the following:

- (1) Current programs through contracts, rule books, website listings or other like methods.
- (2) Provide marketing and advertising samples demonstrating racing products in racing related media.
- (3) Provide an event schedule for the current year showing racing related event attendance.

The company is encouraged to present to MPMC any documentation that supports its involvement in sanctioned motorsports. Providing product to be used by an individual in a sponsorship agreement does not necessarily demonstrate support and involvement in sanctioned motorsports.

- F.** The company must demonstrate design and innovation of new products, as opposed to copying the products of others and selling these copies into the performance marketplace. All MPMC members must abide by the SEMA Intellectual Property Rights Policy.